



The Americas Update

June 2005

Business Opportunities

Brazil

Industry: Mining

Sector: Granite

The granite industry in Brazil represents an excellent opportunity for American engineering, manufacturing, and construction industries. The granite market is valued at US\$ 1.3 billion, with a growing demand for mining tools and equipment. Brazil is the world's fourth largest producer of granite, exporting 600 million dollars worth in 2004. Brazil has a range of 600 commercial ornamental stone varieties, produced in 1,500 active quarries. Granites account for approximately 57% of the total production, while 17% is marble, 8% ardosa and 5% general quartzite. It is estimated that 11,000 companies are active in this sector in Brazil, creating 115,000 jobs. In order to develop this industry, many Brazilian firms are modernizing production. Current technology used in mining is nearly obsolete. Updating mining technique and equipment requires a large investment in new capital; capital American firms are favored in supplying since the United States is Brazil's largest trading partner. Specific opportunities exist in diamond tools, saws, CNC machines, and decantation equipment.

For More Information, [click here](#)

Canada

Industry: Oil and Gas

Sector: Oil and Gas Production

Canada is the world's third largest producer of natural gas and the seventh largest producer of crude oil. Undeveloped energy resources include major crude oil and natural gas deposits in offshore areas in the north, gas reserves in the Yukon and Northwest Territories, and massive reserves of oil sands in Alberta. In 2004, producers are expected to invest over US\$20 billion on exploration, development and field equipment. U.S. products in the sector are recognized for their excellent quality, technological benefits and reputable after-sales-service. Promising sub sectors include drilling equipment, well monitoring technology, drill pipe, and sinking machinery.

For More Information, [click here](#)

Chile

Industry: Forestry

Sector: Forestry

In 2004, Chilean forestry exports totaled \$3.4 billion, a 34% increase from the previous year. This large increase market value is mostly due to increased production and productivity. Chile's forestry sector is working at 100% of its productive capacity, which naturally leads to high demand for new machinery. Forestry equipment imports for 2004 amounted to \$31.5 million and are expected to rise 30% this year. As a result of the US-Chile Free Trade Agreement American suppliers should have a leg up in the Chilean market. Currently the United States is second in the Chilean forestry machinery import sector with a 19.36% market share; also, the U.S. is the largest importer of Chilean forestry products.

For More Information, [click here](#)

Colombia

Industry: Communications

Sector: Wireless Communications

The Colombian mobile telephone market was one of the most dynamic sectors in 2004 and is expected to grow prodigiously for three years due to increasing demand, affordability, and quality of service. In February 2003 the Colombian government ended Colombia's mobile telecommunications duopoly and opened the door to more competition. Largely because of this increased competition the mobile sector grew 46% in 2004. Currently mobile lines surpassed the number of fixed lines in Colombia. While in 2002 only 10 out of 100 Colombians had a mobile phone, this figure has increased to 17 out of 100. By 2008 it is estimated there will be twenty million cell-phones in use in Colombia.

For More Information, [click here](#)

Dominican Republic

Industry: Construction

Sector: Construction Supplies

The construction industry in the Dominican Republic shows great potential for growth in the coming years. U.S. exports of building products to the Dominican Republic were 35% of the total import market, reaching

\$90 million in 2003, increasing to \$96.5 million in 2004, and expected to increase even more in the future. Many Dominicans prefer being able to see their products before purchase and expect reliable after-sales service. Because of this Dominican trade specialists suggest American exporters develop local agents or direct in-country operations to best serve prospective clients. If the DR-CAFTA is ratified the Dominican construction supplies market will become duty-free; that will result in the elimination of the current 30% import duty for US products.

For More Information, [click here](#)

Ecuador

Industry: Home Products

Sector: Cosmetics

Ecuador wants American cosmetic suppliers to be aware of the business opportunities that exist in their country. There is strong demand for a wide array of beauty products; in 2002 cosmetic companies sold a total of USD \$221 million in Ecuador. 34 percent of the market is supplied by imports from the U.S., Europe, Colombia, and China. Importing cosmetics is becoming much more common as retail stores try to represent famous branded products and meet market expectations for quality.

For More Information, [click here](#)

El Salvador

Industry: Food Processing

Sector: Food Processing Equipment

The aggregate Central American market for food processing and packaging equipment is projected to increase by 10-15% per year over the next three years. Passage of the U.S. – Central America Free Trade Agreement should ensure market viability in the long term. Many Central American manufacturers are busy modernizing and expanding production plants to become more competitive; this increase in manufacturing will result in increased demand for additional food processing and packaging machinery to convert raw material or semi-finished goods into finished products. Food processing and packaging equipment made in the United States enjoys a high level of recognition and acceptance, as well as a reputation for high quality. The U.S. is the leader in equipment exports to Central America; the passage of CAFTA should further enforce that.

For More Information, [click here](#)

Guatemala

Industry: Textiles

Sector: Textile Machinery

Over 950 companies have textile-related operations in Central America. About 43% are located in Guatemala. Under CAFTA-DR, fabric imported from the U.S. and incorporated in the apparel production will continue to receive duty-free treatment for exports to the U.S. Material imported for retail sale in Central America will also be treated as duty free. Countries in Central America have strongly preferred U.S. fabrics and textile machinery for years, for example, the U.S. has a 70% market share for machines for extruding, drawing, texturing, or cutting man-made textile materials.

For More Information, [click here](#)

Mexico

Industry: Industrial Waste Management

Sector: Hazardous Industrial Waste Equipment

The total market in Mexico during 2004 for the hazardous waste industry equipment and services was USD 508.9 million. It is expected that the market will increase to USD 558.0 million by the end of 2005. Mexican officials report that average annual growth of the industrial waste industry is projected to be 8.8 percent until 2006. 8,000 tons of hazardous waste is generated annually, and at the end of 2004 only 25 percent had some type of treatment and only 10 percent was disposed of properly. In addition, there are over 1,000 sites in the country that need some type of soil remediation. Due to the high need and demand, hazardous industrial waste management companies should do well exporting to Mexico.

For More Information, [click here](#)

Nicaragua

Industry: Infrastructure

Sector: Energy Power Systems

Power systems infrastructure in Central America is expected to grow significantly over the next few years. The countries in the region are working on several initiatives to enhance an integrated regional infrastructure. Plan Puebla-Panama, the centerpiece of this effort, will bring sustainable development to the Central American countries. Implementation of the entire initiatives program is expected to result in over \$20 billion investment in the region. The combined imports by Guatemala, El Salvador, Honduras Nicaragua and Costa Rica of electrical power systems amounted to \$105.33 million in 2004, with \$40.5 million of those coming from the United States. Equipment like electric generating sets, rotary converters,

transformers boards, and vapor generating boilers are particular sub sectors of the market American suppliers have an advantage in.

For More Information, [click here](#)

Peru

Industry: Mining

Sector: Mining & Machinery

Since the privatization of mining activities in the nineties, mining has grown to be the largest and most dynamic sector of the Peruvian economy. In 2004, mining production represented 6.6% of Peru's GDP and comprised nearly 55% (US\$ 6.9 billion) of total exports. There is great potential for new mining projects in Peru but there are also many opportunities for suppliers to sell equipment and services to mining companies in Peru. There is strong demand for equipment because it boosts productivity and lowers costs. Equipment for monitoring environmental standards is also being purchased for extraction and processing ore, improving geological works, and helping producers remain in compliance with environmental remediation requirements.

For More Information, [click here](#)

Uruguay

Industry: Agriculture

Sector: Used Machinery

The sale of used machinery in Uruguay is increasing much faster than the sale of new units. Many different agricultural machines are in high demand, such as harvesters, seeders, tractors, machinery for gathering forage, and ground-level sprayers. Sixty-five percent of imports in 2004 were purchases of seeders, planters, and transplanters. In addition, imports of agricultural equipment into Uruguay are exempt from import tariffs. This is an opportunity for American firms to expand their consumer base; The United States is only the third largest supplier of agricultural machinery to Uruguay with an eighteen percent market share.

For More Information, [click here](#)

Trade Events

Jamaica

Industry: Cosmetic & Hair Care

Image 2005: "Creating a World of Beauty"

The Jamaican National Association of Hairdressers & Cosmetologists (NAHC) will be staging its 10th anniversary Trade Show and Exposition, which is scheduled to take place on November 6 and 7, 2005 at the Jamaica Pegasus Hotel in Kingston, Jamaica. This

show seeks to bring together local and international manufacturers and distributors to showcase products and services to both the practitioners of the beauty industry and the general public. The trade show will offer the participants a chance to Network among experienced manufacturers, exporters, importers and marketers. Interested companies can also use this expo as an opportunity to forge business links with members of the trade and meet many prospective buyers and sellers.

For More Information, [click here](#)

Mexico

Industry: Oil and Gas

INTERNATIONAL PIPELINES CONFERENCE AND EXHIBITION,

PEMEX is proud to offer you an opportunity to attend the Seventh International Pipelines Conference and Exhibition taking place November 9-11, 2005 at the Convention Center of the city of Merida, State of Yucatan. Included in the event will be a series of conferences led by Pemex officials, seminars from many executives in the pipelines industry, and exhibitions that will highlight the latest technologies and services in all aspects of the gas and petroleum sectors. Exhibitors are expected from ten different countries, including Canada, Ecuador, Mexico, Venezuela, and the United States.

For More Information, [click here](#)

Venezuela

Industry: Telecommunications

Techno COMM Venezuela 2005

Venezuela's most important trade show in the telecom sector is Techno COMM Venezuela 2005, which will be held in the Caracas International Exposition Center, October 26 - 29, 2005. Techno COMM Venezuela 2005 offers exhibition space and conferences on Telecommunication and Information Technology, covering wireless technology, satellite communications, hardware and software, IP and fixed telephony.

For More Information, [click here](#)

Useful Websites

[The Federation of International Trade Associations](#)

The Federation of International Trade Associations (FITA) is an organization that fosters international trade by strengthening the role of local, regional, and national trade associations throughout the United States, Mexico, and Canada.